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ABSTRACT

Several intermediate performance objectives and corresponding criterion measures are listed for each of 12 terminal objectives for a basic commercial and advertising art course. The materials were developed for a two-semester (2 hours daily) course to enable tenth, eleventh, and twelfth grade students to develop competencies in the care and use of tools; various forms of lettering with pen and brush; creative perception; value of perspective; theories of layout; mechanical processes in art production; and safety. Instruction emphasizes advertising theory, preparation of copy, lettering, drawing exercises, and silk screen. The titles of the twelve terminal objectives are Orientation, Safety, Purpose and Care of Lettering Brushes, Tools and Materials, Brush Lettered Alphabets, Art Tools and Materials, Fundamentals of Drawing with Pencil and Pen, Basic Shapes with Single Light Source, Properties of Line, Perspective Drawing, Figure Construction and Composition, and Layout, Design and Composition. (This manual and 54 others were developed for various secondary level vocational courses using the System Approach for Education (SAFE) guidelines.) (HD)

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**Commercial and
Advertising**

ED139944

ART

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PERFORMANCE OBJECTIVES

BASIC COURSE



05-010-962

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Mr. David A. Brown
Supervisor, Industrial Education

Duval County Public Schools

July, 1975

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Appreciation and recognition are extended to the following educators who have assisted in the preparation of this manual:

Mr. Lowell Meckley, Coordinator
School Industry Education

Mr. Joseph Killough, Coordinator
School Industry Education

Mr. Charles Downing, Supervisor
Vocational-Technical Education

The following educator participated as the writer of this manual:

Mr. Floyd Atkinson, Instructor

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COMMERCIAL AND ADVERTISING ART - BASIC

ACCREDITATION NUMBER: 9183

LENGTH OF COURSE: 2 Semesters

TIME BLOCK: 2 Hours Daily

COURSE DESCRIPTION

Organized classroom and shop experiences designed to enable the student to develop competencies in: the care and use of tools; various forms of lettering with pen and brush; creative perception; value of perspective; theories of layout; mechanical processes in art production; and safety. Instruction emphasizes advertising theory, preparation of copy, lettering, drawing exercises and silk screen. Students are encouraged to participate in the activities of the Vocational Industrial Clubs of America.

COMMERCIAL AND ADVERTISING ART - BASIC

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Syllabus of Terminal Performance Objectives:

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- 7.0 Fundamentals of Drawing with Pencil and Pen
- 8.0 Basic Shapes with Single Light Source
- 9.0 Properties of Line
- 10.0 Perspective Drawing
- 11.0 Figure Construction and Composition
- 12.0 Layout, Design and Composition

OCCUPATIONAL (CRAFT) ADVISORY COMMITTEE

WE, the undersigned, members of the Commercial and Advertising Art Craft Advisory Committee have reviewed this Basic Commercial and Advertising Art Curriculum Guide. We do hereby certify that the contents of this guide are in line with current industry practices and will prepare the student for entry level employment in the commercial and advertising art trade.

<u>Name</u>	<u>Position</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

CURRICULUM GOAL - COMMERCIAL AND ADVERTISING ART - #9183

Upon completion of a three-year program in Commercial and Advertising Art - developed for 10th, 11th, and 12th grade students of Duval County - 80% of the students meeting prerequisites will demonstrate job entry skills as evidenced by:

1. Scoring 75% or better on teacher-constructed tests (written or oral).
2. Work samples suitable for display, (as judged by competent instructor or qualified person in industry) in the commercial and advertising art industry. Samples will show neatness, exactness and will include the following:
 - a. lettering
 - b. layout and paste-up
 - c. illustration (color)
 - d. illustration (line)
 - e. silk screen print making
3. Successful work in allied industry on S.I.E. Program during 12th grade.

PREREQUISITES FOR COMMERCIAL AND ADVERTISING ART

It is desirable that students entering this program possess the following prerequisites:

1. Completion of 9th grade education
2. Artistic ability
3. Normal color vision
4. Ability to read with understanding and comprehend a selection designated by instructor
5. History of good classroom attendance

The above prerequisites were not written to exclude students from this program; however, students not possessing the prerequisites should not be considered in success prediction for this course.

LETTERING & DRAWING PROFICIENCY RATING SHEET

STUDENT _____

OUTSTANDING - 95-100%

ABOVE AVERAGE - 90-94%

AVERAGE - 85-89%

ACCEPTABLE - 80-84%

UNSATISFACTORY - BELOW 80%

DATE AND DESCRIPTION
OF PROJECT OR EXERCISE

DRAWING

LETTERING

LAYOUT

CONSTRUCTION	PROPORTIONS	PERSPECTIVE	HANDLING OF PENCIL LINES	HANDLING OF PEN LINES	SHADING	NEATNESS	OVERALL QUALITY	POSITION OF FEATURES	MUSCLE TONE INDICATIONS	STRAIGHTNESS-NEATNESS	PAINT CONSISTENCY	SHARP ENDINGS	SMOOTH, EVEN STROKES	LETTER CONSTRUCTION	SPACING	SPELLING	SPEED	TOUCH-UP (LIMITING OUT-REPRODUCTION)	THUMB NAIL	COMPOSITION	DESIGN	LETTERING	ACCURACY	OVERALL QUALITY	USE OF WORK TIME	CLEAN-UP PARTICIPATION	CONDUCT	ATTITUDE
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COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 1.0

ORIENTATION

The student will demonstrate knowledge of shop procedure, career opportunities and school organizations by scoring 80% or better on a teacher prepared orientation test.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
1.1	Following instruction on shop procedures and career opportunities, the student will demonstrate understanding by scoring 80% or better on an orientation test.	1.0	Test attached.
1.2	The student will indicate his awareness of the personal and social skills which may be developed through participation in the VICA Club by correctly identifying eight (8) of the benefits derived from this club.	1.1	Test attached.
		1.2	Identify and circle the benefits which may be derived from participation in the VICA Club. 1. Group participation 2. Singing 3. Pride in occupation 4. Parliamentary procedure 5. Publicity 6. Competition 7. Public speaking 8. Awards 9. Social interaction 10. Get out of class 11. Voting

1.0 CRITERION MEASURE TEST (cont'd)

10. _____ design and letter outdoor or indoor signs
or posters.

1.0 CRITERION MEASURE TEST (cont'd)

10. _____ design and letter outdoor or indoor signs
or posters.

1.1 SHOP PROCEDURES - Career Opportunities

1. Match the job title on the left with its appropriate description.

- | | |
|----------------------------------|--|
| A. Illustrators | 1. Design and letter outdoor or indoor signs and posters. |
| B. Layout | 2. Constructs or arranges elements of an advertisement. |
| C. Letterers | 3. Supervises teams of artists. |
| D. Mechanical or Paste-Up Artist | 4. Sketch and draw in a finished form. |
| E. Art Director | 5. Execute lettering either free-hand or with mechanical aids. |
| F. Sign Painters | 6. Cut and paste basic parts of an advertisement. |

2. List at least three (3) areas in which a Commercial Artist may sell his work.

1. _____
2. _____
3. _____

3. Circle these qualities you feel are essential to be successful in the Commercial Art Industry.

- | | |
|------------------|----------------------------------|
| 1. Good looks | 5. Neat appearance |
| 2. Dependability | 6. Mechanical aptitude |
| 3. Honesty | 7. Talent |
| 4. Attitude | 8. Good hand to eye coordination |

DIRECTIONS: List four (4) of the benefits which may be gained through participation in VICA.

4. _____
5. _____
6. _____
7. _____

1.1 SHOP PROCEDURES - Career Opportunities (cont'd)

DIRECTIONS: List three (3) of the shop procedures which must be followed to keep the shop organized and everyone working smoothly.

8. _____

9. _____

10. _____

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 2.0

SAFETY

The student will indicate his knowledge of safety rules and danger areas of the commercial art shop by passing a written safety test with at least 80% proficiency.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
2.1	Given handout sheets and after being taken on a shop tour the student will record on the attached test sheet at least 8 out of 10 potential danger areas in the commercial art shop.	2.0	Test attached.
		2.1	Test attached.
2.2	Given a handout sheet on shop safety rules, the student will sign and return it to the instructor then correctly answer at least 80% of the items on a written safety test.	2.2	Test attached.

STUDENT'S NAME _____

DATE _____

TPC 2.0

SAFETY TEST

DIRECTIONS: Circle your selection (T) true or (F) false for each of the following items.

- T F 1. The best way to avoid injury and loss of sight is to be more careful in any work area where you may be exposed to the risk of eye injury.
- T F 2. T-Squares, pencils, rulers, scissors are just hand tools and do not require extra care when using to prevent eye injury.
- T F 3. The best way to protect from flying chips or sparks is to turn your head when using power or hand tools.
- T F 4. Others may have to worry about safety equipment, but don't worry about it; chances are you'll never need them.
- T F 5. Rubber gloves help keep your hands clean, but serve little purpose other than this.
- T F 6. Safety goggles should be worn when using lacquer thinner in certain places, but not every time you use it.

DIRECTIONS: In the blank spaces provided below write the areas of the Art Shop in which you should wear goggles when working.

7. _____

8. _____

DIRECTIONS: Fill in the words in the blank spaces provided that correctly complete the statement.

9. Lacquer thinners or adhering liquids may cause skin _____
or _____.
10. Safety _____ should be worn when using lacquer thinner, adhering liquid or mineral spirits.

STUDENT NAME _____
DATE _____

IPO 2.1 - SAFETY TEST

DIRECTIONS: In the blank spaces below list the potential danger areas
in the commercial art shop.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 3.0

PURPOSE AND CARE OF LETTERING
BRUSHES, TOOLS AND MATERIALS

The student will indicate his understanding of the care and purpose of brushes, tools and materials commonly used by the letterer/sign writer by scoring 80% or more on a teacher prepared test.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
3.1	Shown a series of brushes and given handout sheets, the student will identify and state the care and purpose of each brush on test sheets with 80% accuracy.	3.0	Test attached.
3.2	Shown samples of lettering tools and materials, the student will identify and record their purpose and care on test sheets with 80% accuracy.	3.1	Identify by name and state the purpose of each brush given you by the instructor.
		3.2	Identify the lettering tools and materials issued you and record their purpose on the test sheet assigned.

STUDENT'S NAME _____

DATE _____

TPO 3.0

IDENTIFICATION, CARE AND PURPOSE OF LETTERING BRUSHES, TOOLS & MATERIALS

DIRECTIONS:

- A. Identify the brush, tool or material by writing the correct name in the blank space provided for that purpose.
- B. State the care and purpose of each brush, tool or material in the area below its name.

1. _____

PURPOSE:

CARE:

2. _____

PURPOSE:

CARE:

3. _____

PURPOSE:

CARE:

4. _____

PURPOSE:

CARE:

5. _____

PURPOSE:

CARE:

6. _____

PURPOSE:

CARE:

7. _____

PURPOSE:

CARE:

TPO 3.0

IDENTIFICATION, CARE AND PURPOSE OF LETTERING BRUSHES, TOOLS & MATERIALS (cont'd)

8. _____

PURPOSE:

CARE:

9. _____

PURPOSE:

CARE:

10. _____

PURPOSE:

CARE:

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 4.0

BRUSH LETTRED ALPHABETS

Upon completion of sufficient practice exercises, the student will demonstrate his skill in brush lettering the basic alphabets: (1) Gothic, (2) Cartoon, (3) Roman, (4) Script, (5) Old English. Successful completion of this objective will be the achievement of at least 80% proficiency on a lettering proficiency rating sheet as shown on page viii.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		4.0	Using tempera paint, 1/4" red sable brush and paper, letter the characters of the Gothic, Cartoon, Roman, Script, and Old English alphabet.
4.1	The student will letter the basic strokes for the Gothic alphabet with 80% proficiency as measured on attached proficiency rating sheet.	4.1	Using tempera paint, 1/4" red sable brush and paper, letter the basic strokes of the Gothic alphabet.
4.2	The student will, after sufficient practice exercises, letter the characters of the Gothic alphabet with 80% proficiency measured on attached proficiency rating sheet.	4.2	Using tempera paint, 1/4" red sable brush and paper, letter the characters of the Gothic alphabet.
4.3	The student will letter the basic strokes of the Cartoon (snap) alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.3	Using tempera paint, 1/4" red sable brush and paper, letter the basic strokes of the Cartoon (snap) alphabet.
4.4	The student will, after sufficient practice exercises, letter the characters of the Cartoon (snap) alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.4	Using tempera paint, 1/4" red sable brush and paper, letter the characters of the Cartoon (snap) alphabet.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 4.0 (cont'd)

BRUSH LETTERED ALPHABETS

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
4.5	The student will letter the basic strokes for the Roman (thick and thin) alphabet with 80% proficiency as measured on attached proficiency rating sheet.	4.5	Using tempera paint, 1/4" red sable brush and paper, letter the basic strokes of the Roman (thick and thin) alphabet.
4.6	The student will, after sufficient practice exercises, letter the characters of the Roman (thick and thin) alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.6	Using tempera paint, 1/4" red sable brush and paper, letter the characters of the Roman (thick and thin) alphabet.
4.7	The student will letter the basic strokes for the Script alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.7	Using tempera paint, 1/4" red sable brush and paper, letter the basic strokes of the Script alphabet.
4.8	The student will, after sufficient practice exercises, letter the characters of the Script alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.8	Using tempera paint, 1/4" red sable brush and paper, letter the characters of the Script alphabet.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 4.0 (cont'd)

BRUSH LETTERED ALPHABETS

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
4.9	The student will letter the basic strokes of the Old English (text) alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.9	Using tempera paint, 1/4" red sable brush and paper, letter the basic strokes of the Old English (text) alphabet.
4.10	The student will, after sufficient practice exercises, letter the characters of the Old English (text) alphabet with 80% proficiency as measured on the attached proficiency rating sheet.	4.10	Using tempera paint, 1/4" red sable brush and paper, letter the characters of the Old English (text) alphabet.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 5.0

SPEEDBALL LETTERED ALPHABETS

Upon completion of sufficient practice exercises, the student will demonstrate his skill in speedball lettering of the basic alphabets: (1) Gothic, (2) Cartoon, (3) Roman, (4) Script, (5) Old English. Successful completion of this objective will be the achievement of at least 80% proficiency on a proficiency rating sheet as shown on page viii.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		5.0	Using speedball pen, ink and paper, letter the characters of the Gothic, Cartoon, Roman, Script, and Old English alphabets.
5.1	The student will, after sufficient practice exercises, letter the characters of the Gothic alphabet with 80% proficiency to be measured on attached proficiency rating sheet.	5.1	Using speedball pen, ink and paper, letter the characters of the Gothic alphabet.
5.2	The student will, after sufficient practice exercises, letter the characters of the Cartoon alphabet with 80% proficiency measured on the attached rating sheet.	5.2	Using speedball pen, ink and paper, letter the characters of the Cartoon (snap) alphabet.
5.3	The student will, after sufficient practice exercises, letter the characters of the Roman alphabet with 80% proficiency measured on the attached rating sheet.	5.3	Using speedball pen, ink and paper, letter the characters of the Roman (thick and thin) alphabet.
5.4	The student will, after sufficient practice exercises, letter the characters of the Script alphabet with 80% proficiency measured on attached rating sheet.	5.4	Using speed pen, ink and paper, letter the characters of the Script alphabet.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 5.0 (cont'd)

SPEEDBALL LETTERED ALPHABETS

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
5.5	The student will, after sufficient practice exercises, letter the characters of the Old English alphabet with 80% proficiency measured on attached rating sheet.	5.5	Using speedball pen, ink and paper, letter the characters of the Old English (text) alphabet.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 6.0

ART TOOLS AND MATERIALS

The student will demonstrate his knowledge of the care and purpose of tools and materials commonly used by the commercial artist by scoring 80% or more on a teacher-prepared test.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.1	Given handout sheets and shown a series of art tools and materials, the student will identify and state their care and purpose on attached test sheets with 80% proficiency.	6.0	See attached test.
		6.1	See attached test.
6.2	Given dirty art tools and materials, the student will after teacher demonstration clean each item with 80% proficiency as determined by teacher evaluation.	6.2	Using proper cleaning agents, clean assigned art tools and materials.

STUDENT NAME _____

DATE _____

Test # TPO 6.0

IDENTIFICATION, CARE AND PURPOSE OF COMMERCIAL
ART TOOLS AND MATERIALS

DIRECTIONS: A. Identify the tool or materials by writing the
correct name in the blank space provided for
that purpose.

B. State the care and purpose of each tool or
material in the area below its name.

1. _____

PURPOSE:

CARE:

2. _____

PURPOSE:

CARE:

3. _____

PURPOSE:

CARE:

4. _____

PURPOSE:

CARE:

STUDENT NAME _____

DATE _____

6.1 CRITERION MEASURE TEST - COMMERCIAL AND ADVERTISING ART

DIRECTIONS: State the care and purpose of each tool or material the space below its name.

1. T-square
2. Ruling pen
3. Compass
4. Illustration board
5. Pen points
6. Atomizer
7. Tempera
8. Drawing board
9. Pencil
10. Palette

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 7.0

FUNDAMENTALS OF DRAWING
WITH PENCIL AND PEN

The student will demonstrate control of pencil and pen drawing techniques by performing basic stroke and pressure control exercises with pencil and pen. Completion of this objective will be measured by achievement of 80% proficiency on attached rating sheet. (Rating sheet shown on page viii)

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
7.1	The student will perform basic stroke and pressure control exercises to develop control of pencil drawing techniques. Drawings will be measured for 80% proficiency on attached rating sheets.	7.0	Using pencil, pen, ink and paper, perform basic pen and pencil stroke and pressure control exercises.
7.2	The student will perform basic stroke and pressure control exercises to develop control of pen and ink drawing techniques. Drawings will be measured for 80% proficiency on attached rating sheets.	7.1	Using pencil and paper, perform basic pencil stroke and pressure control exercises.
		7.2	Using pen, ink and paper, perform basic pen and ink stroke and pressure control exercises.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 8.0

BASIC SHAPES WITH
SINGLE LIGHT SOURCE

The student will demonstrate his understanding of the effects of light and shadows (using a single light source) on a still-life composition. On the rating sheet 80% proficiency will indicate successful completion of this objective. (Rating sheet shown on page viii)

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
8.0		8.0	Develop a pencil drawing of a still-life composition stressing the effects of light and shadow using a single light source.
8.1	The student will render drawings of the basic shapes using a single light source for establishing shadows. This drawing will be measured for 80% proficiency on attached rating sheet.	8.1	Using pencil and paper, render drawings of the basic shapes with shadows established by a single light source. 1. Sphere 2. Cone 3. Cylinder 4. Rectangle 5. Cube
8.2	The student will develop a pencil drawing of a still-life composition with light and shadow established by a single light source. This drawing will be measured for 80% proficiency on attached rating sheet.		

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 9.0

PROPERTIES OF LINE

The student will demonstrate his understanding of the properties of line by developing a pen drawing showing shape, form, texture, and direction. Completion of this objective will be measured by achievement of 80% proficiency on the attached rating sheet. (Rating sheet shown on page viii)

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		9.0	Using pen, ink and illustration board, develop a line drawing stress (1) shape, (2) form, (3) texture, and (4) direction.
9.1	The student will develop a pencil line drawing that stresses shape (simple two dimensional silhouette). This drawing will be measured for 80% proficiency on the attached rating sheet.	9.1	Using pencil and paper, develop a pencil line drawing stressing shape (simple silhouette).
9.2	The student will develop a pencil line drawing that stresses shape, form, texture, and direction with 80% proficiency as measured on the attached sheet.	9.2	Using pencil and paper, develop a pencil line drawing stressing shape, form, texture, and direction.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 10.0

PERSPECTIVE DRAWING

Upon completion of this phase of drawing, the student will demonstrate his knowledge of perspective and the effect of light and shadow by successful completion of the following perspective check points: horizon line, vanishing point, receding lines, parallel lines and shading as determined by teacher evaluation. All with 50% proficiency by rating sheet shown on page viii.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		10.0	Render in ink on illustration board, a perspective drawing of your home and yard using two vanishing points and a single light source for establishing shadows.
10.1	The student will make a drawing in perspective using a single vanishing point. Points to be checked for 80% proficiency are horizon line, vanishing point, receding lines and parallel lines.	10.1	Using pencils, paper, T-square and triangle, make a drawing of a box in perspective using a single vanishing point.
10.2	The student will make a drawing in perspective using two vanishing points. Points to be checked for 80% proficiency are horizon line, vanishing points, receding lines and parallel lines.	10.2	Using pencil, paper, T-square and triangle, make a drawing of a box in two point perspective.
10.3	The student will make a drawing in perspective using three vanishing points. Points to be checked for 80% proficiency are horizon line, vanishing points, receding lines and parallel lines.	10.3	Using pencil, paper, T-square and triangle, make a three point perspective drawing of a table or box.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 10.0 (cont'd)

PERSPECTIVE DRAWING

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
10.4	The student will make a pencil drawing of their home and yard using two vanishing points and a single light source for establishing shadows. Points to be checked for 80% proficiency are horizon line, vanishing points, receding lines, parallel lines and shading.	10.4	Using pencil, paper, T-square and triangle make a pencil drawing of your home and yard using two vanishing points and a single light source for establishing shadows.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 11.0

FIGURE CONSTRUCTION AND COMPOSITION

The student will demonstrate skill and knowledge of figure construction and composition (arrangement of figures in groups) by making a drawing of three or more figures. 80% of the students will achieve 75% proficiency or more on teacher evaluation for correct figure proportion and construction.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
11.1	The student will draw the male or female head in five different positions with 80% of the students attaining 75% proficiency as determined by teacher evaluation for correct positioning of eyes, ears, eyebrows and mouth.	11.0	Using pencil or pen and ink make a drawing of three or more figures in everyday activity (genre drawing). This figure composition should stress figure grouping, proportion, construction and neatness.
11.2	The student will draw the male or female torso in seven different positions. Three of these will be twisting positions with 80% of the students attaining 75% proficiency as determined by teacher evaluation of positions, proportion, construction and muscle tones.	11.1	Using pencil or pen and ink on paper, draw the male or female head in five different positions.
11.3	The student will draw the arm and hand of a male or female with 80% of the students attaining 75% proficiency on teacher evaluation.	11.2	Using pencil or ink draw the male or female torso in seven different positions showing correct proportions and muscle tones. Three of these will be twisting positions.
		11.3	Using pencil or pen and ink on paper draw the arm and hand of a male or female showing proper placement of fingers and correct muscle tones.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 11.0 (cont'd)

FIGURE CONSTRUCTION AND COMPOSITION

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
11.4	The student will draw the legs and feet of a male or female with 80% of the students attaining 75% proficiency on teacher evaluation.	11.4	Using pencil or pen and ink on paper draw the legs and feet of a male or female correctly placing toes and showing muscle tones.

COURSE COMMERCIAL AND ADVERTISING ART - BASIC

TERMINAL PERFORMANCE

OBJECTIVE NO. 12.0

LAYOUT, DESIGN AND COMPOSITION

Upon completion of this unit of study, the student will demonstrate his knowledge and skill in layout, design and composition and production procedures by completing assigned exercises and projects with 80% proficiency to be measured on a proficiency rating sheet. (Proficiency rating sheet shown on page viii)

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		12.0	Using proper tools and materials prepare an ad suitable for newspaper reproduction following correct step-by-step procedures from layout to camera-ready paste-up.
12.1	Given handout sheets and teacher presentation on theories of layout, design and composition, the student will demonstrate understanding by scoring 75% or more on a teacher prepared test.	12.1	Test attached.
12.2	The student will design a pencil layout for a newspaper ad with 80% proficiency.	12.2	Using proper tools and materials and following correct step-by-step procedures, design a pencil layout for a newspaper ad.
12.3	The student will prepare a camera-ready paste-up of his pencil layout suitable for newspaper reproduction with 80% proficiency on rating sheet.	12.3	Using proper tools and materials prepare a camera-ready paste-up of your pencil layout suitable for newspaper reproduction. Paste-up will be rated as followed on rating sheet. 20% _____ 1. Design and balance 20% _____ 2. Alignment of copy 20% _____ 3. Paste-down of art 20% _____ 4. Type selection 10% _____ 5. Margins 10% _____ 6. Clean and neat

NAME _____
DATE _____

IPO 12.1 - TEST ON THEORIES OF LAYOUT AND COMPOSITIONS

DIRECTIONS: Circle your selection (T) true or (F) false.

- T F 1. Any piece of commercial art, whether ad, show card, sign or display requires a plan called a blueprint.
- T F 2. Small sketches used to work out a sign or poster idea before enlarging it are called outlines.
- T F 3. A layout in which all elements of art and copy have been balanced equally is said to have informal balance.
- T F 4. The imaginary line or white space around the outer edges of a sign or poster is called the border.
- T F 5. Composition means the orderly distribution and placing of forms, shapes and space to create a picture.

DIRECTIONS: Write the definition of the following art terms in the blank space below it.

6. layout

7. center of interest

8. formal balance

9. rough

DIRECTIONS: Choose the one correct answer below and circle your selection A, B, C, D, or E.

10. The optical center of a poster or advertising layout is located:
- a. exactly in the center of the layout
 - b. slightly to the right of the center
 - c. at a point slightly above the actual center
 - d. slightly to the left of the center

IPO 12.1 (cont'd)

11. The part of a newspaper ad that identified the store name is called:
- a. heading
 - b. body copy
 - c. art
 - d. logo
 - e. element

DIRECTIONS: Fill in the correct answer in the blank space of the sentence.

12. Vertical divisions of a newspaper page are called _____.
13. An inked impression of a pasted up ad taken to show the client for inspection and correction is called a _____.
14. The type used to present the copy information to the reader of an ad is called _____.
15. The artist, copywriter, engraver and typesetter get their instructions from a plan called a _____.